
A Study on Crisis Management in Tourism in Tamil Nadu, India

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Abstract: The tourism industry in Tamilnadu, is one of the India's most vibrant diverse travel destinations plays a critical role in the state's economy and cultural exchange. Crisis diverts tourist inflows from a particular place to other places and affecting negatively local communalities, development of tourism and tourists. Tourists are agreed with tourism sector is proactive in forecasting crisis, tourism sector has efficient crisis management strategies, tourism sector executes preventive measures well for management of crisis, tourism sector has effective communication system, tourism sector has good liaison with crisis management agencies, tourism sector supplies adequate resources for crisis management operations and tourism sector monitors and reviews crisis in tourism places regularly. Significant difference exists between demographics of tourists and their opinion towards crisis management in tourism. Opinion towards crisis management in tourism has positive, high and significant relationship with sustainable development of tourism. Thus, tourism sector should provide sufficient security for buildings and equipments in tourist places and it must have adequate professionals for handling crisis management. In addition, tourism sector should continuously improve crisis management practices. It is the need of the hour to identify the potential risks in tourism places and develop the necessary plans to protect the lives of tourists. Advanced Communication technology plays a crucial role in Crisis management and the implementation of the advanced technologies will ensure the crisis management. It is important to know the level of crisis management in Indian tourism industry to develop with advanced tools. The study also proposes the effective crisis management in tourism industry will ensure the sustainable growth in the industry.

Key Words: Crisis Management, Sustainable Development, Tourism, Tourists

1. INTRODUCTION

Crisis management is all kind of measures that permit business activities to cope with sudden occurring damages or risks in order to back to normal business activities in the quickest manner possible (Scherler, 1996) and it is categorized based on its actions and temporal features and it may be either action or organization. Organization has responsibility of making strategies for managing potential crisis. All the stakeholders engaged in the tourism sector are highly responsible for managing crisis to reduce negative impacts of crisis. Action is an execution of plan and existing tasks and process of business in acute situation (Glaesser, 2003). Nowadays, threats and unwanted activities from uncertainty situations are significantly impacting tourism activities. The tourism sector is largely depending on generation of good images to market their services and products (Salazar and Graburn, 2014), but crisis is negatively affecting image of tourism places (Sausmarez, 2007a).

Generally, the tourism sector is highly unpredictable and flimsy, mostly impacted by unwanted happenings, it may be natural like crises or man made actions (Park et al 2018). Tourism is not capable of recovering very quickly due to tourism places resultant from its image may be destroyed because of crisis (Cassedy, 1992). Crisis diverts tourist inflows from a particular place to other places (Prideaux et al 2008) and affecting negatively local communalities, development of tourism and tourists and crisis management is essential for survival and sustainable development of tourism in India and also in Tamil Nadu. Hence, it is important to study crisis management in tourism in Tamil Nadu, India.



2. REVIEW OF LITERATURE

Joras et al (2011) found that the major activity of crisis management in tourism to make all stakeholders of tourism know the association between crisis and costs related with management of crisis in the existing and benefits in future periods to encourage them to participate in crisis management. Orchiston (2012) concluded that planning for risk and management practices were adopted for management of crisis and it was positively related with sustainable development of tourism sector.

Sausmarez (2013) revealed that management practices were adopted in pre crisis, crisis and post crisis stages in tourism sector. Media, communication and effective marketing strategies and coordination with crisis management agencies and organizations of tourism were significant forces during crisis management. Waller et al (2014) indicated that crisis management focused highly on potential crisis and coped with negative effects that were already found and adopt effective management practice for crisis in tourism.

Dahles and Susilowati (2015) found that proactive plans, strategies, collaboration, media communication and involvement of all stakeholders of tourism were highly important for management of crisis in tourism sector. Martens et al (2016) concluded that crisis management is problem solving activity that included all stakeholders of tourism and it was proactive plan and executed preventive measures to avoid those crisis and various practices were adopted to manage crisis efficiently.

Avraham and Ketter (2017) revealed that crisis management was essential for improving recovery methods and time and it included development and execute preventive measures and practices during crisis which affected tourism development. Cakar (2018) indicated that critical factors namely formation of strategies, sharing of roles and responsibilities, collaborative efforts and coordinated efforts were main practices adopted for efficient management of crisis in tourism sector. Gani and Singh (2019) found that responsibility strategies, cooperation, communication, messages, media and preparedness were important practices adopting for management of crisis in tourism sector.

3. OBJECTIVES OF THE STUDY

1. To examine opinion of tourists towards crisis management in tourism.
2. To find difference between opinion of tourists towards crisis management in tourism and their demographics.
3. To analyze relationship between crisis management in tourism and sustainable development of tourism.

4. METHODOLOGY

The present research is conducted in Tamil Nadu and convenience sampling method is employed to choose tourists and data are gathered from 300 tourists by using questionnaire method. Percentages are used to study demographics of tourists and mean and standard deviation are computed to know opinion of tourists towards crisis management in tourism. ANOVA and t- tests are applied to inspect difference between opinion of tourists towards crisis management in tourism and their demographics. Correlation analysis is used to analyze relationship between crisis management in tourism and sustainable development of tourism.

5. RESULTS

5.1. DEMOGRAPHICS OF TOURISTS

The demographics of tourists are depicted in Table-1. Major portion of tourists (59.67 per cent) is male and most of them (32.67 per cent) are in age group of 31 – 40 years. The highest number of them has college education (41.00 per cent) and larger portion of them (35.67 per cent) obtain income of Rs.25,001 – Rs.35,000 monthly and majority

of them (80.67 per cent) get married.

Table-1. Demographics of Tourists

Demographics	Number	Percentage
Gender		
Male	179	59.67
Female	121	40.33
Age		
21 – 30 Years	48	16.00
31 – 40 Years	98	32.67
41 – 50 Years	94	31.33
51 – 60 Years	60	20.00
Education		
Informal	76	25.33
School	101	33.67
College	123	41.00
Monthly Income		
Rs.15,001 – Rs.25,000	55	18.33
Rs.25,001 – Rs.35,000	107	35.67
Rs.35,001 – Rs.45,000	91	30.33
Rs.45,001 – Rs.55,000	47	15.67
Marital Status		
Married	242	80.67
Unmarried	58	19.33

5.2. OPINION OF TOURISTS TOWARDS CRISIS MANAGEMENT IN TOURISM

The opinion of tourists towards crisis management in tourism is depicted in Table-2.

Table-2. Opinion of Tourists towards Crisis Management in Tourism

Crisis Management in Tourism	Mean	Standard Deviation
Tourism sector is proactive in forecasting crisis	3.79	0.97
Tourism sector has efficient crisis management strategies	3.86	0.93
Tourism sector executes preventive measures well for management	3.80	0.95

of crisis		
Tourism sector has effective communication system	3.76	0.99
Tourism sector provides sufficient security for buildings and equipments in tourist places	3.34	1.09
Tourism sector has adequate professionals for handling crisis management	3.38	1.07
Tourism sector has good liaison with crisis management agencies	3.70	1.02
Tourism sector supplies adequate resources for crisis management operations	3.89	0.91
Tourism sector monitors and reviews crisis in tourism places regularly	3.73	1.10
Tourism sector continuously improving crisis management practices	3.40	1.04

The tourists are agreed with tourism sector is proactive in forecasting crisis, tourism sector has efficient crisis management strategies, tourism sector executes preventive measures well for management of crisis, tourism sector has effective communication system, tourism sector has good liaison with crisis management agencies, tourism sector supplies adequate resources for crisis management operations and tourism sector monitors and reviews crisis in tourism places regularly, while, they are unsure with tourism sector provides sufficient security for buildings and equipments in tourist places, tourism sector has adequate professionals for handling crisis management and tourism sector continuously improving crisis management practices.

5.3. DEMOGRAPHICS OF TOURISTS AND THEIR OPINION TOWARDS CRISIS MANAGEMENT IN TOURISM

The relationship between demographics of tourists and their opinion towards crisis management in tourism is depicted as below.

5.3.1. Gender and Opinion towards Crisis Management in Tourism

The relationship between gender of tourists and opinion towards crisis management in tourism is depicted in Table-3.

Table-3. Gender and Opinion towards Crisis Management in Tourism

Gender	N	Mean	Standard Deviation	t-Value	Sig.
Male	179	38.87	6.34	2.756**	.007
Female	121	36.34	5.17		

** Significant at 1% level

Mean value of opinion towards crisis management in tourism for male tourists (38.87) is higher as compared to female tourists (36.34 per cent) which elucidate that male tourists opine crisis management in tourism is higher in comparison with female tourists.

The t-value of 2.756 is significant disclosing that significant difference exists between gender of tourists and opinion towards crisis management in tourism.

5.3.2. Age and Opinion towards Crisis Management in Tourism

The relationship between age of tourists and opinion towards crisis management in tourism is depicted in Table-4.

Table-4. Age and Opinion towards Crisis Management in Tourism

Age	N	Mean	Standard Deviation	F-Value	Sig.
21 – 30 Years	48	37.73	5.33	6.519**	.000
31 – 40 Years	98	37.06	5.40		
41 – 50 Years	94	36.18	6.41		
51 – 60 Years	60	38.53	6.15		

** Significant at 1% level

Mean value of opinion towards crisis management in tourism for tourists in age of 21 – 30 years, 31 – 40 years, 41 – 50 years and 51 – 60 years are 37.73, 37.06, 36.18 and 38.53 correspondingly which elucidate those tourists in age of 51 – 60 years opine crisis management in tourism is higher in comparison with other age groups.

The F-value of 6.519 is significant disclosing that significant difference exists between age of tourists and opinion towards crisis management in tourism.

5.3.3. Education and Opinion towards Crisis Management in Tourism

The relationship between education of tourists and opinion towards crisis management in tourism is depicted in Table-5.

Table-5. Education and Opinion towards Crisis Management in Tourism

Education	N	Mean	Standard Deviation	F-Value	Sig.
Informal	76	38.65	5.15	5.448**	.000
School	101	36.24	5.31		
College	123	35.40	6.71		

** Significant at 1% level

Mean value of opinion towards crisis management in tourism for tourists with informal, school and college education are 38.65, 36.24 and 35.40 correspondingly which elucidate that tourists with informal education opine crisis management in tourism is higher in comparison with other educational levels.

The F-value of 5.448 is significant disclosing that significant difference exists between education of tourists and opinion towards crisis management in tourism.

5.3.4. Monthly Income and Opinion towards Crisis Management in Tourism

The relationship between monthly income of tourists and opinion towards crisis management in tourism is depicted in Table-6.

Table-6. Monthly Income and Opinion towards Crisis Management in Tourism

Monthly Income	N	Mean	Standard Deviation	F-Value	Sig.
Rs.15,001 – Rs.25,000	55	39.18	6.27	6.686**	.000
Rs.25,001 – Rs.35,000	107	36.71	6.13		
Rs.35,001 – Rs.45,000	91	35.99	6.04		
Rs.45,001 – Rs.55,000	47	37.24	4.42		

** Significant at 1% level

Mean value of opinion towards crisis management in tourism for tourists in monthly income of Rs.15,001 – Rs.25,000, Rs.25,001 – Rs.35,000, Rs.35,001 – Rs.45,000 and Rs.45,001 – Rs.55,000 are 39.18, 36.71, 35.99 and 37.24 correspondingly which elucidate that tourists in monthly income of Rs.15,001 – Rs.25,000 opine crisis management in tourism is higher in comparison with other monthly income groups.

The F-value of 6.686 is significant disclosing that significant difference exists between monthly income of tourists and opinion towards crisis management in tourism.

5.3.5. Marital Status and Opinion towards Crisis Management in Tourism

The relationship between marital status of tourists and opinion towards crisis management in tourism is depicted in Table-7.

Table-7. Marital Status and Opinion towards Crisis Management in Tourism

Marital Status	N	Mean	Standard Deviation	t-Value	Sig.
Married	242	38.27	5.73	3.794**	.000
Unmarried	58	35.05	5.92		

** Significant at 1% level

Mean value of opinion towards crisis management in tourism for married tourists (38.27) is higher as compared to unmarried tourists (35.05 per cent) which elucidate that married tourists opine crisis management in tourism is higher in comparison with unmarried tourists.

The t-value of 3.794 is significant disclosing that significant difference exists between marital status of tourists and opinion towards crisis management in tourism.

5.4. RELATIONSHIP BETWEEN CRISIS MANAGEMENT IN TOURISM AND SUSTAINABLE DEVELOPMENT OF TOURISM

The relationship between crisis management in tourism and sustainable development of tourism was analyzed through correlation analysis and the result is depicted in Table-8.

Table-7. Relationship between Crisis Management in Tourism and Sustainable Development of Tourism

Particulars	Correlation Co-efficient (r)
Crisis Management in Tourism and Sustainable Development of Tourism	0.65**

** Significance in 1% level

The correlation coefficient between crisis management in tourism and sustainable development of tourism is 0.65 and it is revealing that they are positively and highly interrelated.

6. CONCLUSION AND RECOMMENDATIONS

The findings of this study reveal that tourists are agreed with tourism sector is proactive in forecasting crisis, tourism sector has efficient crisis management strategies, tourism sector executes preventive measures well for management of crisis, tourism sector has effective communication system, tourism sector has good liaison with crisis management agencies, tourism sector supplies adequate resources for crisis management operations and tourism sector monitors and reviews crisis in tourism places regularly. Significant difference exists between demographics of tourists and their opinion towards crisis management in tourism. Opinion towards crisis management in tourism has positive, high and significant relationship with sustainable development of tourism. Thus, tourism sector should provide sufficient security for buildings and equipments in tourist places and it must have adequate professionals for handling crisis management. In addition, tourism sector should continuously improve crisis management practices.

7. IMPLICATIONS OF THE STUDY

The outcomes of this study are highly useful to Government, department of tourism, promoters, service providers and marketers of tourism for clear understating of opinions of tourists on crisis management in tourism particularly in Tamil Nadu. The findings of this study are helpful to all stakeholders of tourism for improving efficiency of crisis management system and practices in order develop sustainable tourism in Tamil Nadu.

8. CONTRIBUTION OF THE STUDY

This study provides empirical justification for relationship between crisis management in tourism and sustainable development of tourism and this study has higher degree of credence for generalization of results because of very limited quantitative research in the extant literatures.

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